

THE GREAT TRAVEL DEPRESSION SOCIAL MESSAGING

U.S. TRAVEL
ASSOCIATION®

The coronavirus pandemic has had a devastating impact on the travel industry, with new analysis finding travel unemployment today is double the worst year of the Great Depression. Use these [sample posts and graphics](#) to amplify the need for immediate relief and stimulus measures for the industry on your social media channels.

GENERAL

Travel-related jobs losses represent **38%** of ALL unemployment through Q2. The only way to restore the economy is to restore the travel industry.



Overall travel industry unemployment is **double** that of the Great Depression. Travel will play a critical role in rebuilding America's workforce, but the industry needs relief **NOW** to help put Americans back to work.



While the economy is in the midst of a recession, the travel industry is already in a **DEPRESSION**. Support travel's economic recovery and help restore America's workforce.



Nearly **40%** of all job losses through Q2 have been travel-related. The travel industry needs immediate relief—the livelihoods of millions of Americans depend on it.



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ADVOCACY

Find Twitter handles for your members of Congress [here](#) or add the handles for Congressional leadership (@senatemajldr, @SenSchumer, @SpeakerPelosi and/or @GOPLeader).

38% of ALL job losses through Q2 were from travel-related jobs. **@CONGRESSIONALHANDLE**, the only way to restore the economy is to restore the travel industry. Learn how you can help put Americans back to work ➡ bit.ly/TravelPriorities



Travel industry unemployment is already **double** the nationwide unemployment during worst year of the Great Depression. **@CONGRESSIONALHANDLE**, help bring these jobs back by modifying the #PaycheckProtectionProgram and incentivizing a safe restart of travel.



The travel industry—with 83% of businesses considered #smallbiz—has been devastated by the coronavirus pandemic. **@CONGRESSIONALHANDLE**, safely bringing back travel will bring back American jobs. Learn how ➡ bit.ly/TravelPriorities

While the economy is in the midst of a recession, the travel industry is already in a **depression**. **@CONGRESSIONALHANDLE**, help millions of Americans get back to work by supporting measures to incentivize and safely restart the travel economy ➡ bit.ly/TravelPriorities



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Travel has been an economic driver for communities nationwide, including **STATE** where visitors spent \$**XX** last year. Now, **STATE** is seeing a **XX%** decline y/y. **@CONGRESSIONALHANDLE**: support safe measures to get travel going—and Americans back on their feet.



Overall travel industry unemployment reached 51% in April—double the worst year of the Great Depression. **@CONGRESSIONALHANDLE**, travel supported **XX** people in **STATE/DISTRICT** who now are out of work. Learn how you can help bring back jobs bit.ly/TravelPriorities



View the weekly state-by-state data since March 21 [here](#) or find the 2018 economic impact of the travel industry in your state or district [here](#).

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